

# 50 PHRASES TO KILL IDEAS AND STIFLE CREATIVE

## THINKING

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1. We've never done it that way
2. It won't work
3. It's not part of our job
4. We haven't the time
5. We haven't the manpower
6. It's not in the budget
7. Too expensive
8. We've tried that before
9. Not ready for it yet
10. Good idea, but our plant is different
11. All right in theory but can you put it into practice?
12. Too academic
13. Too hard to administer
14. Too much paperwork
15. Too early
16. Too late
17. It's not good enough
18. There are better ways than that
19. What will the customer think?
20. What will management think?
21. What will the union think?
22. It's against company policy
23. Who do you think you are?
24. You haven't considered ...
25. Somebody would have suggested it before if it were any good
26. Let's not step on their toes
27. Too modern
28. Too old fashioned
29. Let's discuss it at some other time
30. You don't understand our problem
31. Why start anything now
32. We're too small for that
33. We're too big for that
34. The new men won't understand
35. The old men won't use it
36. Let's make a market research test first
38. Has anyone else tried it?
39. What you are really saying is .
40. It has been the same for 20 years so it must be good
41. Let me add to that
42. What bubble head thought that up?
43. I just know it won't work
44. Let's be practical
45. Let's form a committee
46. It needs more study
47. Let's think it over for a while and watch developments
48. That's not our problem
49. Let's shelve it for the time being
50. We can't do everything at once